
District Websites and Social Media

The Woodland School District recognizes that websites, including social media, are tools that can be used to promote and enhance its communication with the community and organizational goals. Therefore, the District’s electronic resources may include, in addition to the District’s official website, District-established social media sites or accounts via Facebook or other similar interactive media that allow members of the public to post material onto sites created and maintained by the District.

At the same time, the District acknowledges that many existing laws and policies apply to use of District websites and social media by staff, students, and the public. These include, but are not limited to, laws and policies in the areas of civility, privacy, public records retention and disclosure, copyright, campaign finance restrictions, access to District resources, and freedom of speech.

The superintendent will develop procedures governing appropriate creation and use of District websites and social media sites or accounts—including staff use of social media, access by the public, removal of material, and records retention—consistent with these legal requirements. Use of District websites and social media by staff, students, and the public will comply with applicable laws and Procedure 4030P.

The District reserves the right to immediately discontinue use of any and all websites and social media sites or accounts at any time, except as expressly prohibited by law.

Cross References:	Board Policy 2022	Electronic Resources
	Board Policy 2023	Digital Citizenship and Media Literacy
	Board Policy 2025	Copyright Compliance
	Board Policy 3240	Student Conduct
	Board Policy 3241	Classroom Management, Discipline, and Corrective Action
	Board Policy 4040	Public Access to District Records
	Board Policy 5253	Maintaining Professional Staff-Student Boundaries
	Board Policy 5280	Termination of Employment
	Board Policy 5281	Disciplinary Action and Discharge
	Board Policy 6570	Data and Records Management
Legal Reference:	RCW 40.14	Preservation and Destruction of Public Records
	RCW 42.17A	Campaign Disclosure and Contribution
	RCW 42.56	Public Records
	WAC 392-400	Pupils
	WAC 181-87	Professional Certification—Acts of Unprofessional Conduct

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